

The State of Data Security in Contact Centers

Contact center agents and customer service representatives rely on broken, risky processes to collect payment card data and other personally identifiable information (PII) over the phone:



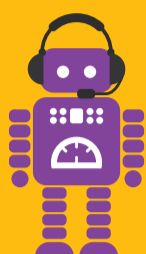
72%

of agents still require customers to read card numbers out loud

=



Increased Risk of Exposure



11%

use "other" methods, like interactive voice response (IVR) systems

=



Poor Customer Experience



10%

capture data through an online chat window

=



Agents and Computer Applications Still "Touch" the Data



of agents have access to customers' payment information or social security numbers on file even when they're not on the phone with the customer

More than 40% of agents do not report breach attempts

When this information is accessible to agents, organizations are at risk of a data breach:

Agents are unlawfully sharing and being asked to share customer data



9%

of agents personally know someone who has unlawfully accessed or shared customer information



7%

have been approached by someone inside their organization to share sensitive data



4%

of agents have been approached by someone outside their organization to share sensitive data

Europe



VS.

North America



have been approached by outsiders to share information



have been approached by outsiders to share information

With approximately 2.2m agents in the U.S., these findings indicate it is possible that close to 150k active agents in the U.S. have been asked to share sensitive customer data by others within their company; and more than 85,000 agents may have been approached by an outsider to share information.



have access to customer information when they aren't on the phone with them



have access to customer information when they aren't on the phone with them

Fortunately, They Can't Hack the Data You Don't Hold:

It's easy to keep sensitive information out of the contact center, completely. DTMF masking solutions replace the numbers using flat tones, as customers enter their information directly into their telephone keypad. This prevents the exposure of sensitive data to agents and call recording systems, while agents remain in full voice communication with the customer.

Based on Semafone's State of Data Security in Contact Centers Agent Survey and Report

Contact us now at +1 888-736-2366 for more information.